



Attorney Docket No.: 559442004400
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Mike CRISTOFALO et al.

Application No.: 09/834,500

Confirmation No.: 5803

Filed: April 12, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR TARGETING
OBJECT ORIENTED AUDIO AND VIDEO
CONTENT TO USERS

Examiner: D. Lastra

AMENDMENT UNDER 37 CFR 1.111

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

Prior to examination of this application pursuant to the Request for Continued Examination filed concurrently herewith, and in response to the Action dated June 13, 2005, please amend this application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.